

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
(Attorney Docket No. 03-380)**

In the Application of:)	
)	
Scott Rosenberg et al.)	
)	
Serial No.:)	Art Unit: 3622
09/978,144)	
)	
Filed:)	Examiner: Jeffrey D. Carlson
October 15, 2001)	
)	
Title:)	Confirmation No. 4095
Method and System for)	
Dynamic Ad Placement)	

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO OFFICE ACTION MAILED APRIL 5, 2007

Dear Sir:

In response to the Office Action mailed April 5, 2007, Applicant provides the following claim amendments and remarks. Claim amendments begin on page 2 and remarks begin on page 12.